ORDER

Orders Order / Rev: 701301 06246994 Alt Order #: DCCC Product Desc: WKYC 1499 Estimate: 09/06/12 - 09/10/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 07/23/12 / 08/31/12 T-WAS Order Type: Political Sales Region: NAT Great American Media/ POL Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW, Ste. 800 Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: **Democratic Congressional Campaign** Demographic: A25-54 New Business Thru: **Product Codes:** IS-Candidate/US House 00:15:00 Order Separation: Priority: P-5 Advertiser External ID:

Totals

Bill Plan

DIII Pian				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	00/00/12	16	\$14.550.00	\$12 367 50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	16	\$14.550.00	\$12.367.50	0.00

\$14,550.00

\$12,367.50

0.00

16

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
loe Knauer			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WKYC	10%	\$14,550.00
Market	100%	\$145 500 00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$1,455.00
WEWS	29%	\$42,195.00
WJW	36%	\$52,380.00
WOIO	20%	\$29,100.00
WUAB	4%	\$5.820.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	09/04/1	2 09/07/12	Days of Our Lives	CM.	1p-2p	- TWTF	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Days of Our Lives	3								
DAYS O	F OUR I	LIVES										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0	03/12	09/09/12	- TWTF	1	\$800.00	0.00						
E 2 WKYC	09/04/1	2 09/07/12	Early Today	СМ	4a-430a	- TWTF	:30	2	\$100.00 P-2	0.00 NM	2	\$200.00
			Early Today									
CH3 EAI	RLY TOI	DAY										
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/0	03/12	09/09/12	- TWTF	2	\$100.00	0.00						
E 3 WKYC	09/04/1	2 09/07/12	M-F 4-5p	СМ	4p-5p	- TWTF	:30	2	\$800.00 P-2	0.00 NM	2	\$1,600.00
			Ellen Degeneres									
ELLEN			· ·									

Print Date: 09/04/12 10:47:03 Page 2 of 2

Order / Rev: 701301 Advertiser: Democratic Congressional Campaign Co

Alt Order #: 06246994 Product Desc: DCCC WKYC

Flight Dates: 09/06/12 - 09/10/12 Estimate: 1499

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 3 WKYC	09/04/1	2 09/07/12	M-F 4-5p	CM	4p-5p	- TWTF	:30	2	\$800.00 P-2	0.00 NM	2	\$1,600.00
ELLEN			Ellen Degeneres									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/03/12	09/09/12	- ТWГF	2	\$800.00	0.00						
E 4 WKYC	09/04/1	2 09/07/12	M-F 430a-5a	CM	430a-5a	- TWTF	:30	1	\$300.00 P-2	0.00 NM	1	\$300.00
CH3 4:	30 AM N	EWS	430a News									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	- ТWГF	1	\$300.00	0.00						
E 5 WKYC	09/04/1	2 09/07/12		CM	5a-6a	- TWTF	:30	1	\$850.00 P-2	0.00 NM	1	\$850.00
CH3 NI	EWS SUI	NRISE	Channel 3 News	@ 5AIVI								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					l	
Week: 09		09/09/12	- TWГF	1	\$850.00	0.00						
E 6 WKYC	09/04/1	2 09/07/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF	:30	2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
DR. PH	IIL		Dr. Phii									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 09		09/09/12	- TWГF		\$1,400.00	0.00					•	
E 7 WKYC	09/04/1	2 09/07/12	M-F 6-630p Channel 3 News	CM	6p-630p	- TWTF	:30	1	\$2,500.00 P-2	0.00 NM	1	\$2,500.00
CH3 NI	EWS @ 6	SP	Channel 5 News	at op								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					İ	
Week: 09		09/09/12	- TWF		\$2,500.00	0.00						
E 8 WKYC	09/04/1	2 09/07/12	M-F 9-10a Today Today Show II	II CM	9a-10a	- TWTF	:30	4	\$800.00 P-2	0.00 NM	4	\$3,200.00
TODAY	' SHOW	II	Today Show II									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/09/12	- TWTF	4	\$800.00	0.00						
E 9 WKYC	09/09/1	2 09/09/12	Su 12-1230p Channel 3 News	CM at Noon Su	12-1230p /\$	SuS	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
CH3 No	OON NE	WS SUNDAY		at Noon Su								
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
Week: 09		09/09/12	S	1	\$800.00	0.00			*			^.
E 10 WKYC	09/04/1	2 09/07/12	M-F 6-7a Channel 3 News	CM Today @ 6AN	6a-7a 1	- TWF	:30	1	\$1,500.00 P-2	0.00 NM	1	\$1,500.00
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	- TWTF		\$1,500.00	0.00						

Totals 16 \$14,550.00